

JOSH MANDEL

Revision #: 0 Date: 10/28/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3125
 Media: TV Description: OH US SEN JOSH MANDEL OCT31-NOV 6 T
 Product: GENERAL Flight Start Date: 10/31/12 5:00:00 AM
 Market: Cincinnati Flight End Date: 11/6/12 12:00:00 PM

68842

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots
WKRC-TV													
21	MTuWThF 5:30a-6:00a GD MRN CIN@530	EM	\$425.00	\$361.25	30	1	1	1	0	0	1	1	5
22	MTuWThF 6:00a-6:30a GD MRN CIN@6	EM	\$600.00	\$510.00	30	1	1	1	0	0	1	1	5
23	MTuWThF 6:30a-7:00a GD MRN CIN@6	EM	\$600.00	\$510.00	30	1	1	1	0	0	1	1	5
24	Sa 6:00a-7:00a LOCAL12NW-SA 6	WK	\$250.00	\$212.50	30	0	0	0	1	0	0	0	1
25	Sa 7:00a-8:00a LOCAL12NW-SA 7	WK	\$250.00	\$212.50	30	0	0	0	1	0	0	0	1
26	Sa 8:00a-10:00a SAT ER SHW-CBS	WK	\$425.00	\$361.25	30	0	0	0	1	0	0	0	1
27	MTuWThF 12:00p-12:30p LOCAL12 NWS-NN<	DT	\$350.00	\$297.50	30	1	1	1	0	0	1	0	4
28	Su 9:00a-9:30a SUNDAY MRN-CBS	WK	\$900.00	\$765.00	30	0	0	0	0	1	0	0	1
29	Su 9:30a-10:00a SUNDAY MRN-CBS	WK	\$900.00	\$765.00	30	0	0	0	0	1	0	0	1
30	Su 10:00a-10:30a SUNDAY MRN-CBS	WK	\$900.00	\$765.00	30	0	0	0	0	1	0	0	1
31	Su 10:30a-11:00a FACE NATN-CBS	WK	\$650.00	\$552.50	30	0	0	0	0	1	0	0	1



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Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total Spots
						10/31	11/1	11/2	11/3	11/4	11/5	11/6	
WKRC-TV													
32	Su 11:00a-11:30a NEWSMAKERS	P3 WK	\$300.00	\$255.00	30	0	0	0	0	1	0	0	1
33	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	P2 EN	\$850.00	\$722.50	30	1	1	1	0	0	1	0	4
34	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	P2 EN	\$900.00	\$765.00	30	1	1	1	0	0	1	0	4
35	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	P2 EN	\$1,200.00	\$1,020.00	30	1	1	1	0	0	1	0	4
36	Sa 12:30p-3:30p BIG EAST FBALL	P2 1200 EN	\$750.00	\$637.50	30	0	0	0	1	0	0	0	1
37	Su 6:30p-7:00p NEWS	N/A EN	\$450.00	\$382.50	30	0	0	0	0	1	0	0	1
38	MTuWThF 7:30p-8:00p ENT TONIGHT 30	P4 PA	\$400.00	\$340.00	30	1	1	1	0	0	1	0	4
39	Sa 7:00p-8:00p ET WEEKEND	P3 PA	\$350.00	\$297.50	30	0	0	0	1	0	0	0	1
40	MTuWThF 11:00p-11:35p LATE NEWS	P3 LN	\$1,100.00	\$935.00	30	1	1	1	0	0	1	0	4
41	Sa 11:00p-11:35p LATE NEWS	P3 LN	\$1,100.00	\$935.00	30	0	0	0	1	0	0	0	1
42	Su 11:00p-11:35p LATE NEWS	P3 LN	\$1,100.00	\$935.00	30	0	0	0	0	1	0	0	1



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 Product: GENERAL Flight Start Date: 10/31/12 5:00:00 AM
 Market: Cincinnati Flight End Date: 11/6/12 12:00:00 PM

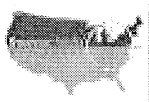
Separation between spots: 10

Revision Comments:

Revision Comments:														
Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots	
WKRC-TV														
43	MTuWThF 11:35a-12:35p LETTERMAN	P2 LF	315 \$250.00	\$212.50	30	1	1	1	1	0	1	0	5	
44	M 9:00p-10:00p 2 BROKE GIRLS/MIKE AND MOLLY	P3 PT	\$4,500.00	\$3,825.00	30	0	0	0	0	0	1	0	1	
45	W 8:00p-9:00p SURVIVOR	PT	\$3,200.00	\$2,720.00	30	1	0	0	0	0	0	0	1	
46	Th 8:00p-9:00p BIG BANG / 2 1/2 MEN	P3 PT	\$3,800.00	\$3,230.00	30	0	1	0	0	0	0	0	1	
47	Su 7:00p-8:00p 60 MINUTES	P3 RT	\$3,000.00	\$2,550.00	30	0	0	0	0	1	0	0	1	
48	Su 1:00p-4:00p BENGALS	P3 RT	\$15,000.00	\$12,750.00	30	0	0	0	0	1	0	0	1	
49	Su 4:00p-7:00p NFL	RT	\$2,600.00	\$2,210.00	30	0	0	0	0	1	0	0	1	
Total Spots:						11	11	10	7	10	11	3	63	
Total Cost:			\$69,000.00	\$58,650.00										
Total														
NOV 12			\$69,000.00	\$58,650.00										63

Signature: _____

Disclaimer:



Summary by Station/System

Date: 10/28/2012

Client: OH- US SEN- JOSH MANDEL- 2012 **Estimate:** 3125
Media: TV **Description:** OH US SEN JOSH MANDEL OCT31-NOV 6 T
Product: GENERAL **Flight Start Date:** 10/31/12 5:00:00 AM
Market: Cincinnati **Flight End Date:** 11/6/12 12:00:00 PM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	63	\$69,000.00	100%	\$58,650.00	100%
Market Total:	63	\$69,000.00		\$58,650.00	

Jacobs, Sarah

68842

From: Jacobs, Sarah
Sent: Monday, October 29, 2012 8:19 AM
To: 'Whitney Eversole'
Cc: Dienger, Whitney
Subject: WKRC Rate Changes - Mandel
Importance: High

Please see changes below to update current order. No change in totals. Please confirm.
 Thanks!
 Sarah

Mandel Rate Changes				
<u>Orig</u>	<u>Rate</u>	<u>Freq</u>	<u>Total</u>	<u>Code</u>
530-6am	\$425	5	\$2,125	Wrong rate used
Noon News	\$350	4	\$1,400	P3, need rate change to P2
Big East (UC)	\$750	1	\$750	P3, Need rate change due to UC
Sun 630-7p	\$450	1	\$450	Wrong rate used
Letterman	\$250	5	\$1,250	Wrong rate used
Survivor	\$3,200	1	\$3,200	Wrong rate used
Big Bang	\$3,800	1	\$3,800	P3, not available at that level
NFL	\$2,600	1	\$2,600	Wrong rate used
			\$15,575	

<u>Proposed</u>	<u>Rate</u>	<u>Freq</u>	<u>Total</u>	<u>Code</u>
22 530-6am	\$500	5	\$2,500	P2
22 Noon News	\$750	4	\$3,000	P2
24 Big East (UC)	\$1,200	1	\$1,200	P2
25 Letterman	\$375	5	\$1,875	P3
210 Survivor	\$3,500	1	\$3,500	P3
21 NFL	\$3,500	1	\$3,500	P4
			\$15,575	

Sarah Jacobs
 Local Sales Manager
 WKRC CBS 12/ Local 12.2 The CW Cincinnati
 513/763-5672

10/29/2012

Dienger, Whitney

From: Jacobs, Sarah
Sent: Monday, October 29, 2012 9:48 AM
To: Dienger, Whitney
Subject: FW: WKRC Rate Changes - Mandel

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Monday, October 29, 2012 9:46 AM
To: Jacobs, Sarah
Subject: RE: WKRC Rate Changes - Mandel

Ok, thanks

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Monday, October 29, 2012 9:44 AM
To: Whitney Eversole
Subject: FW: WKRC Rate Changes - Mandel
Importance: High

Were these rate changes OK?

Also, I'm not overly optimistic about the some other areas, but I'm going to put it in and keep you advised on clearance.

From: Jacobs, Sarah
Sent: Monday, October 29, 2012 8:19 AM
To: 'Whitney Eversole'
Cc: Dienger, Whitney
Subject: WKRC Rate Changes - Mandel
Importance: High

Please see changes below to update current order. No change in totals. Please confirm.

Thanks!

Sarah

10/29/2012

Mandel Rate Changes

<u>Orig</u>	<u>Rate</u>	<u>Freq</u>	<u>Total</u>	<u>Code</u>	-	-
530-6am	\$425	5	\$2,125	Wrong rate used		
Noon News	\$350	4	\$1,400	P3, need rate change to P2		
Big East (UC)	\$750	1	\$750	P3, Need rate change due to UC		
Sun 630-7p	\$450	1	\$450	Wrong rate used		
Letterman	\$250	5	\$1,250	Wrong rate used		
Survivor	\$3,200	1	\$3,200	Wrong rate used		
Big Bang	\$3,800	1	\$3,800	P3, not available at that level		
NFL	\$2,600	1	\$2,600	Wrong rate used		
			\$15,575			

<u>Proposed</u>	<u>Rate</u>	<u>Freq</u>	<u>Total</u>	<u>Code</u>	-	-
530-6am	\$500	5	\$2,500	P2		
Noon News	\$750	4	\$3,000	P2		
Big East (UC)	\$1,200	1	\$1,200	P2		
Letterman	\$375	5	\$1,875	P3		
Survivor	\$3,500	1	\$3,500	P3		
NFL	\$3,500	1	\$3,500	P4		
			\$15,575			

Sarah Jacobs

Local Sales Manager

WKRC CBS 12/Local 12.2 The CW Cincinnati

513/763-5672

ORDER



Orders	Order / Rev:	68842
	Alt Order #:	
	Product Desc:	3125
	Estimate:	3125
	Flight Dates:	10/31/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 10/29/12
	Order Type:	GENERAL

Agency	Name:
	Buying Contact:
	Billing Contact:
	7669 Stagers Loop
	Delaware, OH 43015

Advertiser	Josh Mandel for Ohio US Senate
Name:	
Demographic:	HH
Product Codes:	US Senate
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

Local 12 WKRC-TV	
Primary AE:	LSM LSM
Sales Office:	CVG
Sales Region:	Local
Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru: _____
 Order Separation: 00:10:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	61	\$69,000.00	\$58,650.00

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	61	\$69,000.00	\$58,650.00	0.00
Totals	61	\$69,000.00	\$58,650.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Start Of Order - End Of Order				100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$69,000.00
Market	100%	\$172,500.00

Competitive Share	Share	Total
EKRC	1%	\$1,725.00
UNKWN	59%	\$101,775.00
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/31/12	11/06/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)	✓			✓					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$600.00	0.00								
		Week: 11/05/12	11/11/12	11-----	2	\$600.00	0.00								
N 2	WKRC	10/31/12	11/06/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
				6a Good Morn Cincinnati		(6:30 AM-7:00 AM)	✓			✓					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$600.00	0.00								
		Week: 11/05/12	11/11/12	11-----	2	\$600.00	0.00								
N 3	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat	CM	6:00 AM-7:00 AM	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				6a-8a Local 12 News Sat		(6:00 AM-7:00 AM)	✓			✓					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

Advertiser: Josh Mandel fo OHio US Senate

Alt Order #:

Product Desc:

3125

Local 12 WKRC-TV

Flight Dates:

10/31/12 - 11/06/12

Estimate: 3125

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	11/03/12	11/03/12	6a-8a Local 12 News SaCM	6:00 AM-7:00 AM	(6:00 AM-7:00 AM)	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				6a-8a Local 12 News Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$250.00	0.00								
N 4	WKRC	11/03/12	11/03/12	6a-8a Local 12 News SaCM	7:00 AM-8:00 AM	(7:00 AM-8:00 AM)	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				6a-8a Local 12 News Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$250.00	0.00								
N 5	WKRC	11/03/12	11/03/12	CBS This Morning SaturdCM	8a-10a		-----1-	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
				Saturday Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$425.00	0.00								
N 6	WKRC	11/04/12	11/04/12	CBS Sun Morning	CM	9:00 AM-9:30 AM	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				CBS Sun Morn News		(9:00 AM-9:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$900.00	0.00								
N 7	WKRC	11/04/12	11/04/12	CBS Sun Morning	CM	9:30 AM-10:00 AM	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				CBS Sun Morn News		(9:30 AM-10:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$900.00	0.00								
N 8	WKRC	11/04/12	11/04/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				CBS Sun Morn News		(10:00 AM-10:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$900.00	0.00								
N 9	WKRC	11/04/12	11/04/12	Face the Nation	CM	1030a-11a	-----1	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
				Face the Nation											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$650.00	0.00								
N 10	WKRC	11/04/12	11/04/12	Newsmakers	CM	11a-1130a	-----1	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				Newsmakers											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$300.00	0.00								
N 11	WKRC	10/31/12	11/05/12	5p Local 12 News at FiveCM	5:00 PM-5:30 PM	(5:00 PM-5:30 PM)	1-111--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
				5p Local 12 News at Five											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$850.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$850.00	0.00								
N 12	WKRC	10/31/12	11/05/12	5p Local 12 News at FiveCM	5:30 PM-6:00 PM	(5:30 PM-6:00 PM)	1-111--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
				5p Local 12 News at Five											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$900.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$900.00	0.00								
N 13	WKRC	10/31/12	11/05/12	6p Local 12 News at SixCM	6p-630p		1-111--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
				6p Local 12 News at Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$1,200.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$1,200.00	0.00								
N 14	WKRC	10/31/12	11/05/12	M-F 730p-8p	CM	730p-8p	1-111--	:30	4	\$400.00	P-4	0.00	NM	4	\$1,600.00
				M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$400.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$400.00	0.00								
N 15	WKRC	11/03/12	11/03/12	Sa Prime Access RotatoCM	7p-8p		-----1-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				Sa Prime Access											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$350.00	0.00								
N 16	WKRC	10/31/12	11/05/12	11p M-F Local 12 News CM	11p-1135p		1-111--	:30	4	\$1,100.00	P-3	0.00	NM	4	\$4,400.00
				11p M-F Local 12 News 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

Order / Rev: 68842

Advertiser: Josh Mandel fo OHio US Senate

Alt Order #: Product Desc: 3125

Local 12 WKRC-TV

Flight Dates: 10/31/12 - 11/06/12

Estimate: 3125

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WKRC	10/31/12	11/05/12	11p M-F Local 12 News CM	CM	11p-1135p	1-111--	:30	4	\$1,100.00	P-3	0.00	NM	4	\$4,400.00
				11p M-F Local 12 News 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$1,100.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$1,100.00	0.00								
N 17	WKRC	11/03/12	11/03/12	11p Sa-Su Local 12 Nws CM	CM	11p-1135p	-----1-	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				11p Sa-Su Local 12 Nws 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$1,100.00	0.00								
N 18	WKRC	11/04/12	11/04/12	11p Sa-Su Local 12 Nws CM	CM	11p-1135p	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				11p Sa-Su Local 12 Nws 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$1,100.00	0.00								
N 19	WKRC	11/05/12	11/05/12	Mon Reg 2	CM	9p-10p	1-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
				Mon Reg 2											
		Two Broke Girls / Mike and Molly													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 11/05/12	11/11/12	1-----	1	\$4,500.00	0.00								
N 20	WKRC	11/04/12	11/04/12	Sun Reg 1	CM	7p-8p	-----1	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				Sun Reg 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$3,000.00	0.00								
N 21	WKRC	11/04/12	11/04/12	Bengals vs Denver	CM	1:00 PM-4:00 PM	-----1	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
				Bengals vs Denver 11/4		(1:00 PM-4:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$15,000.00	0.00								
N 22	WKRC	10/31/12	11/06/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	11111--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
				5a Good Morn Cincinnati		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$500.00	0.00								
		Week: 11/05/12	11/11/12	11-----	2	\$500.00	0.00								
N 23	WKRC	10/31/12	11/05/12	Local 12 News at Noon	CM	12p-1230p	1-111--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
				Local 12 News at Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--111--	3	\$750.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$750.00	0.00								
N 24	WKRC	11/03/12	11/03/12	Big East Football	CM	12p-330p	-----1-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Big East Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$1,200.00	0.00								
N 25	WKRC	10/31/12	11/05/12	Letterman	CM	1135p-1235a	1-211--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
				Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--211--	4	\$375.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$375.00	0.00								
N 26	WKRC	10/31/12	10/31/12	Wed Reg 1	CM	8p-9p	--1----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
				Wed Reg 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--1----	1	\$3,500.00	0.00								
N 27	WKRC	11/04/12	11/04/12	AFC Regular Season	CM	4:00 PM-7:00 PM	-----1	:30	1	\$3,500.00	P-4	0.00	NM	1	\$3,500.00
				AFC Regular Season		(4:00 PM-7:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1	1	\$3,500.00	0.00								
Totals														61	\$69,000.00